

AOT In Action - Issue 267 - June 8, 2009



Bisbee's Main Street

Message from Director Sherry Henry

Good morning,

Last week the Arizona-Mexico Commission (AMC) celebrated its 50th anniversary! The organization commemorated the milestone during its Plenary Session. The Plenary Session is a great event where business leader from Arizona and Mexico meet to see what economic development projects are happening on both sides of the border and how the two countries can work together to achieve common goals.

The AMC is an incredible organization with a long-standing history of developing vital partnerships between Arizona and Mexico. In fact, this organization is the only one of its kind in the United States that focuses on building cross-border relationships. The AMC is greatly valued by the Arizona tourism industry and has helped our industry successful market Arizona as a vacation destination to Mexican residents. Congratulations once again and we look forward to the next 50 years!

Speaking of great events - have you signed up for the [Governor's Conference on Tourism](#)? Early bird registration ends **June 19th**! Also, check out our [scholarship opportunity](#) for tourism professionals to attend the conference.

Have a great week.

AOT News

Save the Date: 2009 Arizona Governor's Conference on Tourism July 8-10

Be sure to register for the 2009 Arizona Governor's Conference on Tourism, July 8-10! The event

will be held at The Westin Kierland Resort and Spa in Phoenix. The program is a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals.

For more information and to register for the event, please visit www.aztourismconference.com.

Governor's Conference on Tourism Scholarship

The Arizona Office of Tourism is providing registration scholarships for the 2009 Governor's Conference on Tourism. The scholarship will provide tourism professionals, who would otherwise be unable, the opportunity to attend the conference. The deadline for submitting scholarship applications is **Wednesday, June 17, 2009**.

[Scholarship Application](#)

AOT's FY10 Marketing Plan and Programs Guide Now Available

The Marketing Plan and Programs Guide outlines the Arizona Office of Tourism (AOT) program of work, preparing and encouraging tourism organizations throughout the state to join AOT through partnerships, grant programs, trade shows and events or advertising opportunities.

The online format provides the most up-to-date information on AOT's goals for the coming year, as well as information about each of our programs and how to work with us. As AOT plans are finalized, this information will be updated.

[FY10 Marketing Plan and Programs Guide](#)

Don't Forget to Keep Posting Your Summer Travel Deals

AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, will be launching our new summer campaign on May 12. The campaign will showcase the amazing summer travel deals found throughout Arizona. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the [Travel Deals](#) section of www.azot.gov. There is no charge to list a package on the [Travel Deals](#) section.

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Marjorie Magnusson at 602-364-3695 or via e-mail at mmagnusson@azot.gov OR Elysia Labita at 602-364-3705 or via e-mail at elabita@azot.gov.

AOT Events

Arizona Takes Miami by Storm at International Pow Wow

The U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of travel to the USA. In just three days of intensive pre-scheduled appointments, more than 1,000 U. S. travel organizations and 1,500 International and Domestic Buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$3.5 billion in future USA travel. This year's event marked the shows 41st anniversary and was held in Miami, Florida.

This year, AOT Director Sherry Henry; Director of Travel Industry Marketing, Mary Rittmann; Manager of Media Relations, Erica Rich; and Manager of Travel Industry Marketing, Hylton Fothergill attended the event from May 16 - 20. The staff was joined by AOT's international representatives from Mexico, Japan, Canada, Germany and the United Kingdom for a week of meetings, appointments, and networking.

AOT had more than 120 prescheduled appointments with buyers from around the world who stopped by the Arizona booth to receive the latest product updates, discuss cooperative marketing opportunities and plan for the upcoming year.

In addition, AOT participated in the Media Marketplace, where travel writers and journalists convened to receive the latest information on travel destinations in Arizona and around the U.S.

For more information or to obtain a copy of the PowWow report contact Hylton Fothergill at 602-364-3706 or hfothergill@azot.gov.

Upcoming Events

Governor's Tourism Conference Scholarship Applications

Date: June 17

Location: The Arizona Office of Tourism

Arizona Governor's Conference on Tourism

Date: July 8 - 10

Location: The Westin Kierland Resort and Spa, Phoenix

Industry News

National Parks will be Free on 3 Summer Weekends!

The National Park Service is looking to stimulate summer vacations at national parks with free admission. >>[Read Full Article](#)

Survey Tracks Travel Intentions

Travelocity's latest poll shows a dramatic increase in travel intentions, indicating traveler confidence is on the rise. >>[Read Full Article](#)

PWC Issues Revised Lodging Forecast

PricewaterhouseCoopers has updated its U.S. lodging forecast to reflect an expected resumption of growth in the U.S. economy in the second half of 2009. >>[Read Full Article](#)

Phoenix Bears Brunt of Declining Hotel Market

For the past four years, Phoenix has wrestled with the fallout from the most severe housing bust in decades. >>[Read Full Article](#)

U.S. Offers How-To Video for Border Crossings

U.S. Customs and Border Protection has posted a new video to its Western Hemisphere Travel Initiative Web site to show U.S. and Canadian citizens how to use new travel documents at the border when crossing by land. >>[Read Full Article](#)

Travel Monitor Finds Changes in Leisure Travel Search

While the percentage of leisure travelers who report making reservations online has grown more than 37 percent since 2000, consumers' search behavior has changed in recent years as people have become more familiar with search technology and the number of travel planning/purchasing sites has grown exponentially. >>[Read Full Article](#)

Southwest Launches New Ad Campaign

Southwest Airlines, which has posed stewardesses in hot pants and the CEO with a bag over his head to sell tickets, is launching a new campaign that tells consumers to get over the recession and fly again. >>[Read Full Article](#)

Airline Losses to be Greater than Forecast, IATA Says

Airline losses will be wider than expected this year, as the global recession saps demand for travel and business-class fares, the International Air Transport Association said Thursday. >>[Read Full Article](#)

Travel Promotion Act May Get Senate Vote

The proposed Travel Promotion Act being supported by the travel industry got a boost Thursday when Senate Majority Leader Harry Reid, D-Nev., said that he wanted a Senate floor vote on the measure before the August recess. >>[Read Full Article](#)

Microsoft Introduces Bing Travel Search Engine

Microsoft Corp. announced the consumer availability of a new search engine for travelers, Bing Travel, which it says will help consumers make travel decisions. >>[Read Full Article](#)

Voting Opens to Choose America's Favorite Cities

Travel + Leisure has opened voting in its America's Favorite Cities survey. Participants can rate 30 U.S. cities, including Cleveland, Houston, Kansas City, Providence and St. Louis-cities that did not appear on last year's survey of 25 cities. >>[Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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